

Message Text

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PAGE 01 BONN 16504 041915Z
ACTION EUR-12

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FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 2009
USMISSION USBERLIN
AMCONSUL FRANKFURT
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS BONN 16504

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - PROCTOR-SILEX DIVISION,
PHILADELPHIA, PA

THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE
FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INTEREST:

ATLANTA ELEKTRO-GROSSHANDLUNG
BABELSBERGER STRASSE 39
D-1000 BERLIN 31, GERMANY
CONTACT: HERR PAUL NOBIS
PHONE: (030) 853-10-51
COMMENT: FIRM IS A MAJOR WEST BERLIN DISTRIBUTOR OF
ELECTRICAL HOME APPLIANCES FOR BERLIN MARKET ONLY.
FOR PRODUCTS OFFERED THERE COULD BE PROMISING MARKET
IN BERLIN. INTERESTED FIRM WAS ESTABLISHED IN 1965,
EMPLOYS 9. WELL-MANAGED COMPANY HAS ACHIEVED
SUBSTANTIAL EXPANSION OF ITS MARKET SHARE IN RECENT
YEARS. MARKETING CONCEPT OF BERLIN FIRM OFFERS GOOD
PROSPECTS FOR DEVELOPING NEW PRODUCT LINES IN THIS
MARKET. COMPANY WOULD LIKE ADDITIONAL PRODUCT
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LITERATURE IN GERMAN, IF AVAILABLE. ELECTRICAL
SPECIFICATIONS MUST BE 220 VOLTS AND 50 HERTZ.
BANK REFERENCE: BERLINER VOLKSBANK, KAISERDAMM 86,
D-1000 BERLIN 19, GERMANY. PRODUCTS MUST MEET GERMAN
FEDERAL SAFETY STANDARDS OF SMALL HOME APPLIANCES.

GUSTAV SCHICKEDANZ

NUERNBERGER STRASSE 91-95

D-8510 FUERTH

CONTACT: HERR HOLLAND

PHONE: 0911-7921

TELEX: 06-23461

COMMENT: AMCONSUL MUNICH WAS ADVISED BY THE GERMAN FIRM THAT MR. LORENTE OF PROCTOR SILEX DIVISION VISITED THEM AND THAT THEY ARE NEGOTIATING THIS OFFER FURTHER.

WITTE & SUTOR GMBH

STEINBERGER STR. 2

D-7157 MURRHARDT

CONTACT: WALDEMAR WITTE, BUSINESS MANAGER

PHONE: 7192/7051

TELEX: 724447

COMMENT: COMPANY INTERESTED, BUT ONLY IN AN EXCLUSIVE ARRANGEMENT. WOULD ALSO APPRECIATE TO RECEIVE SAMPLES. THE COMPANY IS A MEDIUM-SIZED MANUFACTURER OF RECHARGEABLE FLASHLIGHTS, WISHES TO EXPAND INTO OTHER ARTICLES. PRESENTLY EMPLOYS 120. ANNUAL SALES DM 10 MILLION. MOST FAVORABLY KNOWN TO CONSULATE GENERAL STUTTGART FOR MANY YEARS.

AMCONSUL FRANKFURT COMMENT:

POST HAS NOT BEEN ABLE TO IDENTIFY ANY COMPANY

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INTERESTED IN SUBJECT PROPOSAL. ACCORDING TO TRADE SOURCES, THE GERMAN MARKET FOR ELECTRICAL HOUSEHOLD APPLIANCES IS SATURATED BY VERY STRONG DOMESTIC INDUSTRY (AEG, SIEMENS, ROWENTA ETC.). ALSO, ALL ELECTRICAL APPLIANCES TO BE PUT ON THE GERMAN MARKET, SHOULD CARRY THE VDE SEAL, WHICH IS GRANTED UPON INSPECTION AND APPROVAL BY THE VDE (ASSOCIATION OF GERMAN ELECTRO-TECHNICAL ENGINEERS). ACCORDING TO GERMAN LAW, THE MANUFACTURER, WHOLESALER, RETAILER, ETC. ARE LIABLE IN CASE OF ACCIDENT IF ELECTRICAL APPLIANCES ARE USED THAT DO NOT CONFORM TO VDE REGULATIONS. VDE REGULATIONS CAN BE OBTAINED FROM:

VERBAND DEUTSCHER ELEKTROTECHNIKER (VDE) E.V.

STRESEMANN-ALLEE 21

6000 FRANKFURT/MAIN.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
STOESSEL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition History: n/a
Disposition Reason:
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Executive Order: N/A
Errors: N/A
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Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST - PROCTOR-SILEX DIVISION, PHILADELPHIA, PA THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY B
TAGS: BEXP, GE
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/21c5ef37-c288-dd11-92da-001cc4696bcc
Review Markings:
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